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United States  
Department of  
Agriculture

Office of  
Governmental  
and Public Affairs

# **Speeches and Major Press Releases**

**November 17 - November 21, 1980**



# Press Releases

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U.S. Department of Agriculture • Office of Governmental and Public Affairs

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## **GRAINS ELIGIBLE FOR RESERVE; NO 1981 FEED GRAIN SET-ASIDE OR DIVERSION**

WASHINGTON, Nov. 14--For the second year in a row, U.S. feed grain producers will not need to set aside acreage to be eligible for the farmer-owned reserve, commodity loans and target price protection, Deputy Secretary of Agriculture Jim Williams said today.

"Feed grain producers need only to be sure they plant within their normal crop acreage on all farms in which they have an interest to be eligible for program benefits in 1981," Williams said.

The normal crop acreage's are currently under review and may be adjusted in cases where appropriate to more adequately reflect farmers' current cropping programs and the application of best farming practices, Williams said.

"With world coarse grain production likely to be down slightly from last year, domestic 1980 crop production estimated to be 18 percent lower than last year's crop and the demand for grains continuing to rise, the U.S. Department of Agriculture expects a drawdown in stocks and higher prices.

"The provisions of the 1981 feed grain program will allow U.S. farmers to respond to domestic and world market requirements but still provide them with price and income protection," Williams said.

He said producers should remember the importance of good farming practices as they plan for 1981; and he recommends against bringing fragile lands into production. "Farmers who plant these lands in 1981 will not have this acreage added to their farms' normal crop acreage in subsequent years," Williams said.

Williams said the loan price will be at least \$2.25 for corn and other feed grain loan prices would be based upon a feed value relationship to corn.

Feed grain target prices for 1981 crops will be announced next spring but will be at least equal to the 1980 levels of \$2.35 per bushel for corn; \$2.50 per bushel for sorghum and \$2.55 per bushel for barley.

To qualify for full target price protection, farmers cannot plant more corn, sorghum or barley in 1981 than was considered planted in these

crops this year. Farmers who exceed this acreage will be subject to an allocation factor that can reduce their target price payment, if any, by up to 20 percent.

National program acreages of 90.1 million acres for corn, 15.4 million acres for sorghum and 9.7 million acres for barley were also announced today. The national program acreage is the number of acres for each crop needed to be planted to meet projected domestic and export requirements, as well as provide for an adequate carryover.

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## **USDA AND LAND-GRANT COLLEGE GROUP INVOLVED IN OVERSEAS TECHNOLOGICAL EXCHANGES**

WASHINGTON, Nov. 17--The U.S. Department of Agriculture and the National Association of State Universities and Land-Grant Colleges signed a new International Science and Education Council agreement, committing them to joint planning and implementation of agricultural science and technology activities in the international field.

According to Quentin M. West, director of USDA's Office of International Cooperation and Development, these activities include bilateral science and technology exchange programs with China, Mexico, Saudi Arabia, and several other countries.

The council's first annual report containing details of these program accomplishments has just been presented to Secretary of Agriculture Bob Bergland and Robert Clodius, president of the land-grant college association.

The International Science and Education Council is a joint venture between USDA and the land-grant colleges, with USDA's Office of International Cooperation and Development acting as the coordinating agency and providing personnel for various exchange projects.

"The most ambitious program during this past year has been the exchange with China," said West. "Overall, 22 teams have been exchanged in areas such as animal science, forestry, biological pest control, land and water, economics and statistics, and germ plasm in crops and medicinal plants."

In Mexico, some 47 research projects are taking place, said West. These include selection of cattle for meat and milk in the tropics, guayule and jojoba research, arid land forages, and use of goats for biological brush control.

"A main focus of the Saudi Arabian project is to set up a regional research center in Riyadh for agriculture and water," said West. "It will play a major role in coordinating research stations throughout the kingdom."

West said the council also sponsored a program to reestablish scientific and technological links between U.S. universities and overseas institutions.

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## U.S. AGRICULTURAL TRADE SHOW OPENS IN BEIJING

BEIJING, Nov. 17--The U.S. Department of Agriculture and nine cooperating commodity organizations today opened in Beijing the first official trade show ever to represent U.S. agriculture in China. More than 5,000 Chinese attended the opening-day activities limited to invited guests.

This event, part of the U.S. National Economic and Trade Exhibition in Beijing, runs through Nov. 28 at the Beijing Exhibition Center. In addition to an exhibit portraying the U.S. grain, soybean, livestock and poultry industries, the two-week show will include 23 seminars concentrating on animal and poultry breeding, feeding, and management, as well as crop production and the processing of grains, soybeans and livestock products.

The nine "cooperators" are non-profit organizations representing their farmer and processor members in trade promotion abroad. Some of them have been working in China for almost two years and have contributed to the sharp rise in U.S. farm product sales to that country.

Coordinator of the agricultural show is USDA's Foreign Agricultural Service, which carries on a continuing program of export promotion in foreign countries. USDA is cooperating with the International Trade Administration, U.S. Department of Commerce, in the Beijing exhibition, which includes as exhibitors some 200 American companies.

The Beijing exhibition comes at a time of rapid growth in U.S. agricultural exports to China. This business will amount to an estimated \$2 billion this year-- double the \$997 million recorded in 1979. Agricultural products account for well over half of total U.S. exports to China.

From 1949 to 1972, there was virtually no trade between the United States and China. U.S. agricultural exports reached \$626 million in 1973 and \$664 million in 1974. A sharp drop in sales occurred in the mid-1970's, followed by a resurgence the past three years.

This year, grains are accounting for about one-half of the projected \$2 billion in agricultural exports to China. Soybeans and products make

up \$250 to \$275 million of the total, and cotton shipments are estimated above \$700 million.

Joining in the U.S. national exhibition in Beijing are the American Soybean Association, St. Louis, Mo.; the U.S. Feed Grains Council, Washington, D.C.; and the National Renderers Association, Des Plaines, Ill. They will lead seminars on livestock and poultry nutrition, aimed at expanding the use of American feedstuffs in China.

The Holstein-Friesian Association, Brattleboro, Vt., the National Association of Swine Records, Macomb, Ill.; and the National Association of Animal Breeders, Columbia, Mo., have scheduled seminars on animal breeding and artificial insemination.

The U.S. Wheat Associates, Inc., Washington, D.C., will conduct seminars on milling technology and baking. The American Seed Trade Association, also headquartered in Washington, D.C., has scheduled seminars on grassland management and crop production. The Tanners Council of America, New York, N.Y., has a series of seminars on tanning and finishing of leather.

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## **NATIONAL CONFERENCE ON DIRECT MARKETING TO BE HELD DEC. 3 - 5 IN MARYLAND**

WASHINGTON, Nov. 18--A national conference on direct marketing of agricultural products will be held Dec. 3 through 5 at the Sheraton Inn, Silver Spring, Md., Deputy Secretary of Agriculture Jim Williams said today.

Williams said the conference participants will review and evaluate direct marketing activities, including those done under the 1976 Farmer-to-Consumer Direct Marketing Act.

"The development and expansion of commercial enterprises in which farmers can more profitably sell their commodities directly to consumers is benefitting American agriculture and consumers alike," Williams said.

"USDA is working with states, cities, universities and industries across the country to help develop roadside stands, 'pick-your-own' operations, open-air markets, tail-gate markets and farmers' markets--including those in inner cities," he said.

The conference will include workshops where each type of direct marketing outlet and the various state and city projects supporting them will be reviewed, Williams said.

"From those and other conference sessions," he said, "we can assess the problems and potentials of direct marketing and develop future program plans."

The conference is co-sponsored by USDA's Agricultural Marketing Service, Economics and Statistics Service, Science and Education Administration--Extension, Office of Consumer Affairs and state departments of agriculture and state cooperative extension services.

To register, contact Jim Toomey, AMS, USDA, Washington, D.C., 20250; phone: (202) 447-7453; or Randy Corley, SEA-Extension, USDA, Washington, D.C., 20250; phone: (202) 447-7453.

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## **AUTHOR AND PUBLISHER NAISBITT TO DELIVER MORRISON LECTURE**

WASHINGTON, Nov. 18--John Naisbitt, author and publisher, will deliver the 13th B. Y. Morrison memorial lecture at a meeting of the American Society of Landscape Architects in Denver, Colo., Nov. 23.

Selection of Naisbitt to deliver the lecture, which recognizes notable accomplishments in the environmental sciences, was announced today by Anson R. Bertrand, director of science and education for the U.S. Department of Agriculture.

The Morrison Lecture series is sponsored by the USDA's Science and Education Administration in honor of Benjamin Y. Morrison (1891-1966), USDA's first director of the National Arboretum.

Naisbitt is publisher of the Trend Report, a division of Yankelovich, Skelly & White. Before joining that public opinion survey firm in 1979, he was chairman of the board of the Center for Policy Process in Washington for four years.

His subject for the lecture will be "The New American Context: Thinking Globally and Acting Locally."

From 1968 to 1975, Naisbitt was chairman and president of Urban Research Corporation. He served on the White House staff as special assistant to the President during the Lyndon Johnson administration. He is a director of the Corporation for Enterprise Development and chairman of the board of the Delta Institute in Washington.

Naisbitt is author of "Unfit for Service," a review of the draft and of the history of basic education in the Army, and "Right On! A Documentary of Student Protest." His new book, "High Tech/High Touch: The Restructuring of America," will be published next year.

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## USDA INCREASES ASSISTANCE FOR MEALS TO ELDERLY

WASHINGTON, Nov. 20--The U.S. Department of Agriculture will increase the level of assistance it provides in donated foods and cash to nutrition programs for the elderly during fiscal year 1981 from 43 to 47.25 cents per meal, Assistant Secretary of Agriculture Carol Tucker Foreman said today.

"This will be a 9.87 percent cost-of-living increase in donated foods and cash assistance USDA provides to federally funded elderly nutrition programs," Foreman said.

The adjustment reflects the rise in the consumer price index for food away from home last year and is mandated by law. The new level of assistance applies to all meals served from Oct. 1 to Sept. 30, 1981.

Nutrition programs for the elderly are run by the U.S. Department of Health and Human Services under Title III of the Older Americans Act, with USDA donating food or providing cash in lieu of food to states taking part in these programs. In addition, beginning this year, Indian tribal organizations operating elderly nutrition programs will receive a comparable level of assistance in donated foods or cash under Title VI of the act.

Notice of the cost-of-living increase will be published in the Nov. 21 Federal Register.

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